

4. (currently amended) A patron paging system at least one graphical dedicated receiving unit as in claim 1 and at least one base station.
5. (currently amended) A system as in claim 4 in which at least one graphical dedicated receiving unit has an electronic serial number for unique identification which allows signals from the base station to be used selectively by less than all of the graphical dedicated receiving portable units.
6. (original) A system as in claim 4 in which at least one graphical dedicated receiving unit is powered by at least one electrochemical cell.
7. (currently amended) A system as in claim 4 in which at least one graphical dedicated receiving unit has means for the user to cause the portable graphical dedicated receiving unit to send a radio frequency signal and the base station is capable of receiving that signal.
8. (original) A system as in claim 7 in which said means is a pressure sensing switch.
9. (original) A system as in claim 4 in which at least one graphical dedicated receiving unit has sufficient memory to hold more graphical information than is displayed at a given time.
10. (original) A system as in claim 4 in which at least one graphical dedicated receiving unit is capable of synthesizing the frequency at which it receives signals.
11. (currently amended) A system as in claim 4 in which each at least one graphical dedicated receiving unit visually displays at least one preset message when that unit is out of the range of the signal of the base station.

12. (currently amended) A use of a system as in claim 4 a patron paging system comprising at least one graphical dedicated receiving unit, that graphical dedicated receiving unit comprising radio signal receiving circuitry and a graphical display, in which at least one marketing message is displayed on the graphical display of at least one graphical dedicated receiving unit
13. (currently amended) A use as in claim 12 in which at least one marketing message displayed on the graphical display of at least one graphical dedicated receiving unit promotes an [[the]] establishment employing the system.
14. (currently amended) A use as in claim 12 in which at least one marketing message displayed on the graphical display of at least one graphical dedicated receiving unit promotes an [[the]] establishment other than that employing the system.
15. (currently amended) A use as in claim 12 in which an [[the]] establishment using the system is a restaurant.
16. (original) A use as in claim 12 in which the conveyor of the system is compensated, at least in part, by rights involving advertising using the system.
17. (previously presented) A unit as in claim 2 in which said unit is capable of dynamically adjusting its transmission power.
18. (previously presented) A unit as in claim 17 in which the dynamic adjustment of the transmission power is based, at least in part, on the strength of signals sent by the base station and received by the unit.

19. (previously presented) A unit as in claim 1 which is capable of creating at least two readily distinguishable sounds.

20. (previously presented) A dedicated receiving unit in which said unit is capable of dynamically adjusting its transmission power, wherein, that dynamic adjustment of the transmission power is based, at least in part, on the strength of signals sent by the base station and received by the unit.

Sincerely,



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